

NEW JERSEY ASIA

TRADE AND INVESTMENT MISSION
APRIL 12-22, 2004



New Jersey Trade and Investment Mission to Japan, South Korea and Thailand April 12-22, 2004

WELCOME

On April 12, the New Jersey Commerce and Economic Growth Commission will launch a Trade and Investment Mission to Japan, South Korea and Thailand.

New Jersey Commerce Secretary and CEO William D. Watley and senior staff members will lead the 11-day mission to these three important Asian nations.

The focus of the Asia 2004 trade mission will be to introduce New Jersey companies to Asian buyers in the pharmaceuticals, medical devices, IT/telecommunications and electronics industries.

Recent trade missions to Africa and China have been unqualified successes. New Jersey companies that participated in the trips secured new business opportunities throughout the countries. New Jersey Commerce intends to follow on those successful accomplishments in Japan, South Korea and Thailand, where every resource will be expended on behalf of

New Jersey companies participating in the mission. Mission participants will meet with top government officials and business leaders.

I strongly urge you to join me on this three-nation Asian trade mission.

For more information contact William Spear, International Account Executive, at (609) 777-4125, fax (609) 633-3672, e-mail William.Spear@commerce.state.nj.us

Sincerely,

William D. Watley
Chief Executive Officer/Secretary

OPPORTUNITIES FOR NEW JERSEY'S BUSINESSES

The economic powers of Asia have long been a factor in New Jersey's overall international trade and foreign direct investment performance. Because of the importance of the Asian market, the New Jersey Commerce and Economic Growth Commission will undertake an 11-day trade and investment mission to Japan, South Korea and Thailand.

In 2002, more than \$4 billion of New Jersey's \$17 billion exports (23.5 percent) went to Asian markets. Of that, New Jersey companies exported \$1.7 billion to Japan, South Korea and Thailand.

In recognition of the region's importance, New Jersey maintains trade offices in Japan and South Korea. These offices provide business services and market development opportunities for New Jersey businesses. In November 2003, the offices were instrumental in bringing buyers to New Jersey manufacturers of nanotechnology products.

The mission will focus on assisting New Jersey companies to export goods and services into these three Asian nations and to attract Asian investment to New Jersey. The mission will concentrate on opportunities for sales in the pharmaceutical, medical devices, IT/telecommunications and electronics industries.

The pharmaceuticals, IT/telecommunications, medical devices and electronics industries were chosen based upon strong recent results and future prospects for New Jersey businesses:

- **Pharmaceuticals**—New Jersey is the second largest state exporting pharmaceuticals to Asia.
- **Medical devices**—New Jersey is the ninth largest exporter of medical devices to all of Asia. Sales rose 36 percent between 1998 and 2002, faster than the rest of the country.
- **IT/telecommunications**—U.S. Commercial Services identifies IT/telecommunications as a "Best Prospect for U.S. Manufacturers" in Asia.
- **Electronics**—One of New Jersey's largest exports to Asia is electronics.

The mission will take a two-track approach consisting of political advocacy by the Secretary of Commerce with select ministries in each of the countries and pre-arranged one-on-one meetings between attending New Jersey companies and Asian firms interested in purchasing products.

In addition to helping New Jersey companies secure new business, the mission will offer the opportunity to form strategic alliances and address regulatory concerns with government leaders.

Participants will also be able to speak with some of the most important government, corporate and institutional leaders of these countries at official state receptions planned during this mission.

The following participation fee is per person plus airfare, lodging, meals and any other normal and customary expense: One country, \$2,000; two countries, \$3,500; all three countries, \$5,000.

Participation fee includes:

- One-on-one pre-screened Gold Key Service meetings arranged by U.S. Commercial Services
- Business and cultural briefings
- Select luncheons and dinners
- Business networking receptions
- Logistical coordination

Please complete the Participation Agreement and return by Feb. 27, 2004, with payment to:

New Jersey Commerce & Economic Growth Commission
Office of International Trade & Protocol
20 West State St.
P.O. Box 820
Trenton, NJ 08625

For more information contact
William Spear, International Account Executive
(609) 777-4125
or e-mail William.Spear@commerce.state.nj.us.

NEW JERSEY ASIA

TRADE AND INVESTMENT MISSION

APRIL 12–22, 2004



PARTICIPATION AGREEMENT

PLEASE PRINT CLEARLY OR TYPE

1. Please identify yourself and your company.

Company Name

Contact Name

Title

Department

Address

City

State

Zip Code

Phone

Fax

2. What industry sector is your company in?

- ☐ Pharmaceuticals
- ☐ IT/telecommunications
- ☐ Medical devices
- ☐ Electronics
- ☐ Other

3. Briefly summarize the products or services your company offers.

4. Number of employees?

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> 1–10 | <input type="checkbox"/> 11–50 | <input type="checkbox"/> 50–100 |
| <input type="checkbox"/> 101–299 | <input type="checkbox"/> 300–500 | <input type="checkbox"/> Over 500 |

5. Is your company new to exporting?

- ☐ Yes ☐ No

5a. Please check the appropriate box that indicates the type of business relationship you seek to establish in one-on-one meetings in Japan.

- ☐ Sales agent/representative
- ☐ Partnership/joint venture
- ☐ Distributor
- ☐ End user/direct sales/dealer
- ☐ Licensing agreement

5b. Please check the appropriate box that indicates the type of business relationship you seek to establish in one-on-one meetings in South Korea.

- ☐ Sales agent/representative
- ☐ Partnership/joint venture
- ☐ Distributor
- ☐ End user/direct sales/dealer
- ☐ Licensing agreement

5c. Please check the appropriate box that indicates the type of business relationship you seek to establish in one-on-one meetings in Thailand.

- ☐ Sales agent/representative
- ☐ Partnership/joint venture
- ☐ Distributor
- ☐ End user/direct sales/dealer
- ☐ Licensing agreement

6. If you have an agent who will attend the one-on-one meetings please fill out the following information.

Company Name

Contact Name

Title

Department

Address

City

State

Zip Code

Phone

Fax

7. Please sign and return this Participation Agreement together with payment to New Jersey Commerce & Economic Growth Commission, Office of International Trade and Protocol
P.O. Box 820
Trenton, NJ 08625-0820
**Registration is due by Feb. 27, 2004*

Please check which country(s) you wish to participate in:

- ☐ Japan
☐ South Korea
☐ Thailand
☐ All three

Per person participation costs: One country \$2,000, two countries \$3,500, all three countries \$5,000

I acknowledge that the information provided by me to the New Jersey Commerce & Economic Growth Commission in connection with the trade mission may be made available to the public.

Signature

Date

Please print or type your name

Title

PASSENGER INFORMATION

Full name (exactly as it appears on your passport)

Business phone

Residence phone

Please indicate any special dietary requirements or health needs

Physical disability (requiring wheelchair or special assistance)

Passport Information Section

Passport number

Date of issue

Place of issue: City

State

Country

Expiration date

Date of birth

Country of citizenship

Emergency Contact

Name

Relationship

Address

Day phone

Evening phone